FCC Chairman Michael Powell is correct when he points out that we have a tremendous variety of news sources at our fingertips today. But a significant reason for that variety is not simply our new technology, but seasoned FCC rules that limit monopolistic ownership of our news and entertainment. Is having a dozen different choices of bread all that wonderful when it turns out that eleven of the choices are white bread? Removal of ownership rules means that our news sources will be ever more consolidated, resulting in less of the truth and more in what the ownership's best interests dictates. Ownership limitations encourages competition and delivers a diverse product. Removing limitations condemns us to boredom and bias. Big rarely means better. Competition is the American way -- so leave regulations in place that will allow us to *choose* the best -- not get stuck with the richest shade of mindless blandness.